



United States Department of the Interior

BUREAU OF LAND MANAGEMENT

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Instruction Memorandum No. **CA-2002-071**

Expires: 09/30/03

To: DSDs, FMs, PAOs

From: DSD, External Affairs, California

Subject: Public Communications

Program Area: All

Purpose: This memorandum asserts BLM policy on conveyance of public messages and the importance of working collaboratively to meet BLM/DOI communication standards as set forth in the Department of the Interior manual.

Policy/Action: The Public Affairs Officer must provide final review of all external communication products (example: brochures, signs, PSAs, displays, publications, webpages, maps, billboards, CD-ROMs, DVDs, etc.), with respect to policy and standards, prior to production/print by BLM, contractors, or partners.

Communication products that carry the BLM name/logo/message, or incur expenditure of funds/workmonths managed by BLM, always require WO/SO External Affairs (or the delegated Public Affairs Officer) approval prior to release. Whether funded all or in part by the BLM, the communication products are subject to BLM and DOI policies, including the use of logos and other standards. If conflicts arise with partners or other government agencies, the WO or SO External Affairs units will assist with resolution.

Background: The Bureau maintains consistency and quality of print and electronic communication products for the public with good teamwork and adherence to professional standards and policies established by the BLM and DOI. The Bureau develops many communication products to share its messages with the public through brochures, signs, PSAs, displays, publications, web pages, service announcements, maps, billboards, CD-ROMs, DVDs, and similar forms.

The teamwork approach enhances message content as well as acceptance and implementation of the message itself. In the Bureau, communication products for public consumption are often developed together with task forces, partnerships, Councils, contractors, and others. However, on

many occasions the Bureau solely develops the public message (example: press releases on fire or management decisions).

For purposes of review and approval, the appropriate BLM public affairs officer is involved with public communication products for adherence to professional standards and policies that are reflected in the laws and regulations of the United States Code, authorities of the Congressional Joint Committee on Printing, the Department of the Interior, and the Bureau of Land Management. A Public Affairs Officer should always be involved to assist the DSD or Field Manager and staff with standards, approval processes, and related matters. This is exceptionally important with the planning and production of complex communication products under tight deadlines and requiring collaborative work with other agencies or partners.

Timeframe: This policy has been in effect for many years and shall continue until further notice.

Point of Contact: For additional information on policies and standards, please contact your local PAO or the State Office of External Affairs.

Thank you to those offices sensitive to this matter and who are following policies and procedures.

Signed by:
Tony Staed
DSD, External Affairs

Authenticated by:
Richard A. Erickson
Records Management